

*AMENDMENTS TO THE CLAIMS*

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Previously presented) A display device assembly comprising:

a flexible display being rollable around an axis, between a rolled-up and an unrolled state, the flexible display having a front side and a back side,

distance elements provided on one of the sides of the flexible display for preventing a direct contact between the front side and the back side of the flexible display, the distance elements comprising bars positioned to extend substantially parallel to the axis, and

a continuous layer of flexible material positioned between the bars and the back side of the flexible display, and wherein the continuous layer of flexible material is integrated with the flexible display to create hinges between adjacent ones of the bars such that, in the unrolled state of the flexible display, abutting sides of adjacent ones of the bars provide a stiffened support structure for the flexible display.

2-5. (Canceled).

6. (Previously presented) A display device assembly according to claim 1, wherein the bars are provided in the form of a piece of material having grooves oriented substantially parallel to the axis and that facilitate formation of the hinges between adjacent ones of the bars.

7. (Previously presented) A display device assembly according to claim 1, wherein outer portions of the bars comprise spacers for creating a housing for the flexible display device in the rolled-up state.

8. (Previously presented) A display device assembly according to claim 7, wherein the spacers are formed by spacer blocks that are positioned on a back side of the bars.

9. (Previously presented) A display device assembly according to claim 8, wherein each spacer block has a display side that is provided with a notch for receiving the flexible display device.

10. (Canceled).

11. (Currently amended) A display device assembly according to claim 22, wherein the display device assembly further comprises guiding means for guiding the protection foil when the assembly is being rolled into the unrolled state, such that the front side of the flexible display is not covered by the protection foil.

12. (Currently amended) A display device assembly according to claim 11, wherein the protection foil is connected to a rim of the back side of the flexible display.

13-18. (Canceled).

19. (Previously presented) A display device assembly according to claim 1, wherein the material of the bars is flexible.

Claims 20-21 (Canceled).

22. (Currently amended) A display device assembly comprising:

a flexible display being rollable around at least one axis between a rolled-up and an unrolled state, the flexible display having a front side and a back side, and

~~one of the sides of the flexible display being provided with a distance element~~ element for preventing a direct contact between the front side and the back side of the flexible display in the rolled up state, and ~~wherein the distance element~~ comprise comprising a protection foil that is:

mechanically coupled to roll and unroll with the flexible display,

positioned against the flexible display in the rolled-up state, and

unconnected over a surface area to the flexible display, thereby allowing separate movement of the protection foil and the flexible display when not in the rolled-up state; and

the protection foil further having with a surface having a soft surface that touches the front side of the flexible display in the rolled-up state.

23. (Currently amended) A display device assembly according to claim 22 wherein the protection foil is connected to the back side of the display.

24. (New) A display device assembly according to claim 11, wherein the display assembly is further provided with storing means for storing the protection foil, when the flexible display is in the unrolled state.

25. (New) A flexible display device assembly according to claim 24, wherein the storing means comprise a cylindrical element for winding the protection foil around the cylindrical element.

26. (New) A flexible display device assembly according to claim 24, wherein the storing means is arranged to enable a translational movement with respect to a housing.

27. (New) A flexible display device assembly according to claim 11, wherein the flexible display device assembly is provided with a cylindrical element for winding the display around the cylindrical element, said cylindrical element being arranged to be translatable with respect to a housing.